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Senior Capstone Project final research report : raising awareness of child abuse through social marketing

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**Senior Capstone Project Final Research Report
Raising Awareness of Child Abuse
Through Social Marketing**

Keywords: Child Abuse, Social Marketing, Public Services Announcements, First Impressions, Family Reunification Program, California State University of Monterey Bay, Senior Capstone Project, Parenting Education Tool, Child Abuse Prevention Month

During April's child abuse prevention month, I partnered Monterey County Department of Social and Employment Services with The Council on Child Abuse Prevention in Monterey County to distribute 20,000 DVDs available free of charge to the public at their local library. The DVD, First Impressions, is an educational tool on the effects of violence in child brain development. I developed public services announcements in Spanish and English that were aired on five local radio stations to raise awareness of child abuse and where the public could obtain the First Impressions DVDs.

Executive Summary

Family Reunification Partnership (FRP) is a collaborative unit that coordinates services between Children's Behavioral Health and the Department of Social and Employment Services and outside service providers to assist families who face the greatest challenges to safely and successfully reunify. All children are potential victims of child abuse! Child Abuse happens in all ethnic groups, all religious groups, with boys and girls, the rich and the poor. Child abuse causes problems in childhood development that carries into the adulthood of the abuse victims; child abuse alters brain development that can create behavioral problems in the victims that impacts our community.

My Capstone project was to educate parents about child abuse by promoting and distributing a DVD called "First Impressions" designed to educate the public about the effect violence has on brain development of young children. Public services announcement, (PSA) were developed in English and Spanish and aired on five radio stations during Child Abuse Prevention Month, (April) to promote the DVD. The DVD was distributed free of charge to the public at local public libraries. 17,000 of the 20,000 DVDs were distributed and 22% of the parents surveyed with a questionnaire handed out and returned in two elementary school classes heard the PSA on the radio to promote the DVD and Child Abuse Prevention Month. The key to the plan's success was getting the DVD into front line services provider's hands working with at risk families with children in Monterey County.

The Problem

Children are being abused in Monterey County. ChildAbuse.com (2010) declares child abuse victims are more likely to go to jail and less likely to attend college, have higher rates of drug and alcohol abuse and mental health problems than those not abused. Victims of child abuse are more likely to join gangs and commit violent crimes, which places a greater demand on our local resources. (p. 1)

Why is it a problem?

U.S. Department of Health and Human Services, (2009) reports, an estimated 1,760 child fatalities in 2007. These numbers produce a rate of 2.35 children per 100,000 children in the general population in the United States of America. (p.1-2) NCANDS defines "child fatality" as the death of a child caused by an injury resulting from abuse or neglect, or where abuse or neglect was a contributing factor; some researchers and governmental agencies believe child fatalities due to abuse and neglect are underreported. With the exception of 2005, the number of deaths and fatality rate per 100,000 children has been increasing over the past 5 years. (p. 1)

Kozlowski, (Jul 2010) states, "Child abuse affects over 1 million children each year, and estimates indicate that approximately 80% of perpetrators are parents." The effects of child abuse constitute a serious public health problem in the United States of America, with both short and long-term adverse consequences for psychological behaviour, and

problematic social outcomes. Child abuse can produce a complex phenomenon of risk factors present in the individual child through adulthood, such as prematurity, disability status temperament, depression, substance abuse, poor impulse control and community violence. (p. 1-3

Nelson, (2010, June) found, "Childhood violence has been linked to a variety of health outcomes in adulthood; we aimed to explore the role of experiencing childhood physical and sexual violence in health status and high-risk behaviors among young urban women." Information on demographics of prior and current violence, depressive symptoms, stress, substance use, and health conditions were collected and a multivariate analysis was used. Results show 29% percent of women reported at least one episode of childhood physical violence before the age of 16, and 14% reported at least one episode of rape during childhood. Women reporting any type of childhood violence were five times more likely to report depressive symptoms and have confirmed recent cocaine use compared with women without a history of prior violence. (p. 1)

Childwelfare.gov shares, in recent years research into early brain development with new technologies such as magnetic resonance imaging has provided insight into how early experiences effects early brain development, especially during infancy and early childhood. "There is now scientific evidence of altered brain functioning as a result of early

abuse and neglect." The emerging body of evidence has many implications for the treatment and prevention of child abuse. (p.1)

Causes of Child Abuse

ChildAbuse.com, (2010) reports, cases of child abuse in the U.S. increased 10% last year to 2.4 million, according to the National Committee for Prevention of Child Abuse. Drug abuse by parents is a major factor in up to 90% of cases in some states. "Among confirmed cases of child maltreatment, 40% involve the use of alcohol or other drugs. This suggests that of the 1.2 million confirmed victims of child maltreatment, an estimated 480,000 children are mistreated each year by a caretaker with alcohol or other drug problems" Research indicates that alcohol and other drug use are factors in a majority of cases of emotional abuse and or neglect. Neglect is the most common reason that children are removed from a home in which parents have alcohol or drug problems. (p.1)

Michael Pedroza, (Social Worker for the Family Reunification Program of Monterey County), (2010 Oct.) says, there are many factors that can contribute to child abuse or neglect, "All my current parents have drug and alcohol problem and with the problems in the economy parents are under more stress while services are being cut! The latest studies show that physical and emotional abuse can alter brain development in very young children." (M, Pedroza, Personal communication, October 2010)

Agency History

Family Reunification Partnership was formed just over three ago. Originally reunification services were provided by Monterey County Behavioral Health. Family Reunification Program (FRP) is now a separate collaborative unit that coordinates services between Children's Behavioral Health and the Department of Social and Employment Services. FRP also provides referrals to other service providers and coordinates their services. Outlined in more depth in the in the booklet *A Parent's Guide to the Child Welfare System* produced by Monterey County Department of Social Services, (n.d.) shares, FRP utilizes a special intensive, collaborative approach to providing treatment, support and assistance to high needs families eligible for reunification with children that have been removed from a parent's home. (P.3-17)

Mission Statement

An information brochure produced by Family Reunification Partnership, (n.d.) in Salinas California, states "The Mission of the Family reunification program is to assist those families who face the greatest challenges to safely and successfully reunify." (p.2)

Population Description

Emily Nichols, (program director of the Family Reunification Program of Monterey County) shared, "Children from birth till they turn eighteen and legally become adults are potential victims of child abuse! Child Abuse

happens in all ethnic groups, all religious groups, with boys and girls, the rich and the poor.” (E, Nichols, Personal communication, October 2010).

Emily Nichols, (2010 Oct.) shared, “Not every family that has a child removed from the home is offered reunification with the child. If the court offers the parents the opportunity to reunify with the removed children, the FRP coordinates services providers, assist in helping parents complete any court ordered tasks such as completing an in house drug and alcohol treatment program or parenting classes, then FRP documents progress or lack of progress and makes recommendations to the court.” (E, Nichols, Personal communication, October 2010). The courts can then reunite the children with the family, provide additional services, order additional requirements or terminate parental rights and have the child adopted. During the process the children are placed in foster care and FRP services can be provided for as long as two years.

My Capstone

My capstone project is a promotion and distribution plan for a DVD that is a parenting educational tool that sheds light on the emotional effects of domestic violence on children’s brain developed by Monterey County Child Abuse Council. The DVD is an evidence based education tool designed to reduce child abuse. The target audience is parents with children between the ages of zero to twelve. David Miradi the director of the Monterey County Child Abuse Council currently has 20,000 DVDs and

wants to develop a plan to distribute the DVDs to the target audience in Monterey County as part of the council's plan to reduce child abuse.

The DVD is called, "First Impressions" and is based on the work by Dr. Bruce Perry; an expert of the impact of domestic violence on young children. The DVD is ten minutes long and produced in Spanish and English. There are accounts of abuse along with graphic scenes to provide visual impact. Experts provide information explaining the effects of exposure to violence on brain development of children. (D, Miradi, Personal communication, Feb. 2011).

Other capstone projects were discussed for example, an adopt a family program was modeled after a program in Alameda discussed by Conely (2010 Oct.) where a parent in FPR would write a wish list then passed on to the faith base community to donate the items but it would have been duplicating existing services so, the idea was abandoned (p. 1). The DVDs had already been purchased few had been distributed and Child Abuse Prevention Month was coming up and the county workers had no plan to promote the event. I came up with an idea to distribute the DVDs during Child Abuse Prevention Month and promote both with PSA.

The proposed distribution date of the DVD, "First Impressions" was targeted for April 2011, Child Abuse Prevention Month. Public services announcements were used to inform the target audience of the availability of the free parenting education tool and DVD distribution sites. Projected sites were the public libraries, non-profits and county service provider sites.

Capstone Project Timeline

<u>Critical milestones and deadlines</u> What must be done first before another step can be taken or decision made. Put in chronological order from beginning of project to its completion. Action/decision/major milestone / notes	Start Date Deadline	Steps that must happen before this can be completed
1. Project Plan: 2/11 to 5/20	2/11	Meet with David discuss and develop plan
2. Develop Evaluation Plan: Needs work meet with Adrienne and Ignacio	2/11 3/11	Contact Ignacio App. Adrienne
3. Write PSA: 30 second, 60 second in English and Spanish	2/11 2/25	Meet with David
4. Find Producer: Contact Clear Channel Radio, contact AMP and Visual Arts	2/11 3/3	Email/ Contact CSUMB VA Contact AMP Clear Cannel
5. Produce PSA	2/25 3/17	Write PSA, get OK from David
6. Distribute DVD: Develop and contact sites physically	3/17 4/1	List of Sites, Contact Sites
7. Child Abuse Awareness Month: Month of April target date to distribute and promote DVD.	4/1 4/29	Distribute DVD Produce PSA
8. Evaluation: Needs work not developed.	3/11 4/29	Develop Plan meet with Adrienne
9. Capstone Process Oral Presentation: Have questions!	4/29	PowerPoint get feedback!
10. Draft Capstone Report: Many questions!	5/6	Tutoring Appointments Evaluation Plan!
11. Final Capstone Report	5/19	Complete Draft
12. Capstone Festival	5/19 :	Final Deadline
13. Capstone archive	5/20	Final Deadline contact library

Capstone Project Plan Budget

Budget for Parenting Tool First Impressions		
<i>Item</i>	<i>Cost</i>	<i>Total</i>
20,000 DVDs	Already Developed and Printed	\$20,000
PSA,(Radio)	Pro-bono, (Clear Channel Radio)	\$0.00
Office Equipment	Pro-bono, (Child Abuse Prevention Council)	\$0.00
Office Supplies	Pro-bono, (Child Abuse Prevention Council)	\$0.00
Office Space	Pro-bono, (Child Abuse Prevention Council)	\$0.00
Transportation	Pro-bono, (Child Abuse Prevention Council)	\$0.00
Staff	Donated for CSUMB Capstone Requirements	\$0.00
Total		\$20,000

The DVD has already been developed and 20,000 copies were ready for distribution. Public Services Announcements, (PSA are services provided at no charge to non-profits and public agencies. I plan to provide David assistance free of cost in exchange for field experience that will meet my requirements for my senior capstone project at CSUMB. The delivery of the DVDs will be in Monterey County and can be done in County vehicles. Funds are available for another 20,000 DVDS.

Problems were encountered with coordinating resources with in the time frame for the project. Many of the people want to help but are busy and have unexpected problems at home and at work! I had to coordinate the event with the public libraries, the public school system, Clear Channel Radio, the Child Abuse Prevention Council and meet my academic requirements for my senior capstone! It was achieved by good organization, persistence to overcome problems and good communication along with the support of all the agencies involved.

Evaluation Plan

The goal of the project was to ultimately reduce child abuse.

Numbers of DVDs distributed will give us some quantitative numbers but may not be a good indication of the success of the program. For

example, if you

distribute no DVDs the

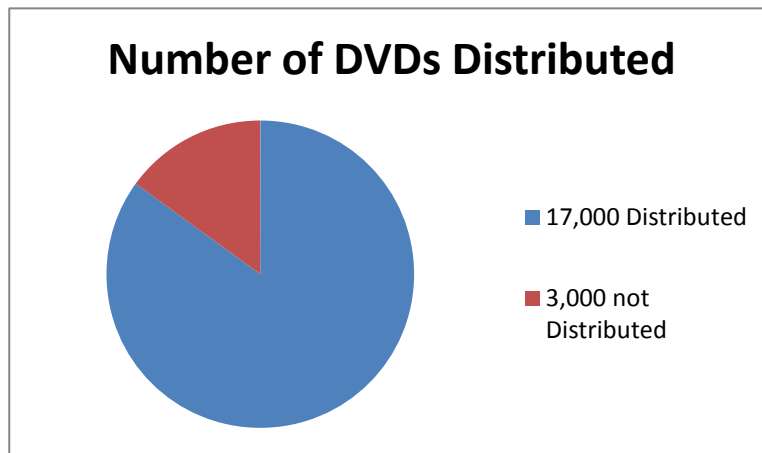
lack of any being

distributed would be

conclusive quantitative

evidence of the success

of the plan, but if you

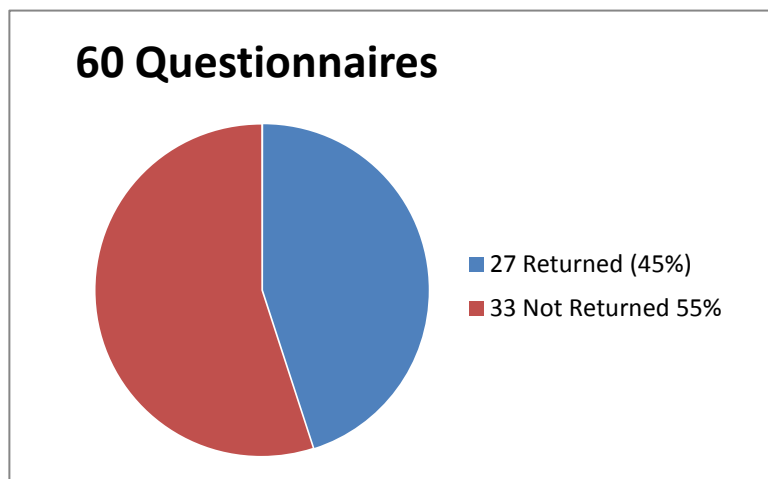


were to distribute all of the DVDs it would not be conclusive evidence that any of the DVDs were watch and made an impact on abuse. You must

also develop a more

qualitative approach to

measure your results.



We did keep track of

the DVDs distributed

which will be helpful

along with a plan to

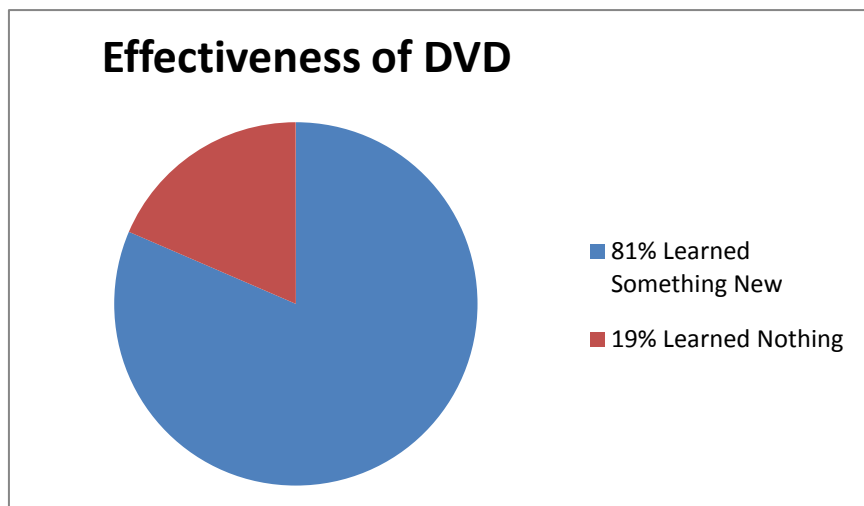
measure the quality of the plan. To also measure the plan I made out a

questionnaire that was distributed to two classes of 6th graders to be

taken home and returned filled out by the parents. The questionnaires

were in English and Spanish and given to the children during Child Abuse Prevention Month when the PSA was being aired. The children's family were part of our target group and the questionnaires had questions that would provide information on the effectiveness of the DVD as a learning tool, how many people heard the promotion plan, (PSA) on the radio and how many people watched the DVD.

The evaluation plan will reach a small sample group of the target group, a larger more diverse group, (children's ages) would be better but

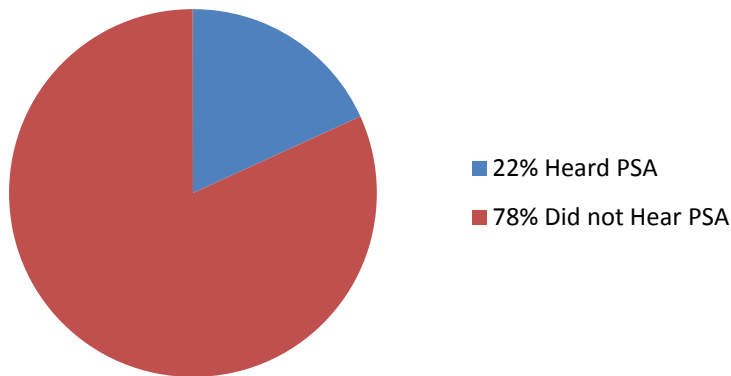


with the resources available in the time frame limit this was acceptable. The returned questionnaires

may also have issues with accuracy for example, did the parent fill it out or were they truthful. Then assuming the child took the DVD home and the parent watched, we still have no absolute way of knowing if the DVD made a difference or how effective it was to prevented a case of child abuse in our .

Mark Carbonero from Clear Channel Radio help produce the PSA and said, the it aired on five different stations four times daily for thirty days for a total of 600 times for Child Abuse Prevention Month.

Public Services Announcements



The radio stations blanket the Tri County Area and they estimated that half of the counties residents are frequent

listeners to their stations. (M, Carbonaro, Personal communication, May 2011). Census.gov estimates the population of the Tri-County Area, (Monterey, San Benito, and Santa Cruz) at 721,646 people in 2009. Out of the people that returned the survey 22% heard the PSA on the radio, half of 721,646 people is 360,835 22% of 360,835 equals 79,383 people who possible heard the PSA promoting the DVD and Child Abuse Prevention Month in Monterey County and the surrounding areas. These numbers are substantial along with the large number of DVDs distributed it would be fair to conclude the plan did reach large numbers of individuals in the targeted group in Monterey County and the surrounding areas.

Conclusion

The plan was a success. The majority of the DVDs were distributed. The public libraries were a good use of existing resources. The average person knows where there local library is and with a person heard the PSAs it was easy for them to remember where to pick one up. The PSAs

were free of charge and did produce some results. The schools were difficult to deal with but questionnaires were distributed and nearly half were returned. The evaluation plan did provide some feedback but could have been improved upon if more time and resources were available.

I believe the key to the success of the plan is to get the DVDs into the hands of the at risk families. Many of the DVDs were delivered to administrative offices and onsite to many county agencies and public non-profit services providers. I currently work at a local drug and alcohol treatment facility with units for mothers that have been court ordered to complete an in house treatment program. I waited a while after the DVDs had been delivered to our administrative then asked the case managers if they had received the DVDs and in fact they had! They shared they had handed out several and used them in groups and found the DVD "First Impressions" to be a powerful tool to educate at risk families and prevent child abuse.

Recommendations

Monterey County had no plans to promote Child Abuse Prevention Month. The Child Abuse Prevention Council should develop a generic plan that can be applied year after year. PSAs should be produced to promote Child Abuse Prevention Month to raise awareness with the mention of services providers or agencies to report abuse that will not change so the same PSA, flyer or poster can be used over and over.

Radio stations will produce the PSA if you contact them and provide them the information needed. The PSA then goes into a rotating format that gets played in sequences with the PSA announcements of other agencies. The radio stations provide this service free of charge as part of their requirement for a public broadcasting license. If you were to produce two PSAs the number of times your message would be heard would double and be more effective. This free resource should not be taken advantage of all year long rotating PSAs along with the seasons and or special events or news!

What I Learned

The hardest part of the project was coordinating all the resources for example. I knew someone that was a teacher's aid that was more than happy to distribute the DVDs along with a questionnaire to go into the children's take home folder received every week to be inspected by the parents and returned by the students. The first hurdle was to get the approval of the principal which was no easy task. Then the supervisor of the teacher's aid got ill followed by spring break and so on. To make a long story short the tasks was completed with some persistence and meet the deadlines. Dealing with administrative policies can be difficult, my experience was most people are not authorized to make decisions must first get everything approved by their supervisor which can take weeks!

I did learn a lot about child abuse and was able to make a contribution to the community. I came into the project with many plans

that had to be changed or scaled back. I originally wanted to do Public service announcements on the television. I had done them before to promote a program I was supervising but I had no deadline to make. I did find resources to produce the television commercials but it would not have worked in my time frame. I was persistent and made a change in plan and had the public service announcements produced and aired on the radio. The plan was a success and the key to the success was doing the footwork to coordinate all the services and resources. People although busy are often happy to help out. Where there is a need I have found through personal experience there is a way with a little hard work and the help of others!

California State University of Monterey Bay Vision Statement

California State University of Monterey Bay (CSUMB) is envisioned as a comprehensive state university which values service high quality education. The campus will be distinctive in serving diverse people of California, especially the working class and historically undereducated and low-income populations it will feature an enriched living and learning environment and year-round operation. The identity of the university will be framed by substantive commitment to multilingual, multicultural, gender-equitable learning. The university will be a collaborative , intellectual community distinguished by partnerships with existing institutions both public and private , cooperative agreements which enable students , faculty , and staff to cross institutional boundaries for innovative instructions, broadly defined scholarly and creative activity, and coordinated community service.

My capstone project was community based collaboration with partnerships in both the public and private sectors. My CSUMB internship placement was with Child Protective Services, Clear Channel Radio, (private for profit business) provided public service announcements for free, the public library system made the DVDS available to the public, non profits received and used the DVD to help at risk families and the public school system assisted in the evaluation plan. The DVD was produced in Spanish and in English and was available free of charge to make the DVD available to low income families. All clearly reflect on the CSUMB Vision Statement.

Collaborative Health and Human Services Major Learning Outcomes

Knowledge of Health and Human Services: Demonstrate an understanding of the fundamental principles and issues common to the major fields of health and human services including community health, social welfare, and public policy, and demonstrate competence in the selected areas of concentration.

Leadership: To understand and begin to master the ability to motivate others by promoting a shared vision and the skills necessary to set clear direction for collaborative implementation and sustained change in interprofessional settings and diverse communities.

Collaboration: The ability to work in teams in interprofessional settings across traditional lines of programs, agencies, disciplines, and diverse communities to establish and achieve common missions and purposes and to collaborate with others in decision making, learning, completing tasks and applying knowledge of group process and group interaction.

Collaboration, leadership and knowledge of Health and Human Services were skills taught in the Collaborative Health and Human Services at CSUMB and were essential skills use to complete my capstone project. I took the leadership role and developed the project assembled all the resource and made adjustment as needed to stay on track.

Knowledge of Human Services helped me design an intervention plan to address fundamental issue to make a positive impact to reduce child abuse and collaboration was probably the hardest part but the most important skill learned. Thanks to my education I coordinated service providers and resources that completed a project I could have never completed on my own!

Resources

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Additional Documentation
(Provided in Original Formats)

CSUMB
Consent Narrative

Public Service Announcement / First Impressions DVD

Consent to participate in survey

We would like you to participate in a confidential survey conducted by CHHS undergraduates to be used for a class project at California State University, Monterey Bay. The purpose of this survey is to practice Public Health assessment methods and investigate a public health issue.

By completing this brief questionnaire you are consenting to participate in this survey.

You were randomly selected as a participant in this study. If you decide to participate in this research, you will be asked to confidentially fill out a brief survey regarding Public Service Announcement / First Impressions DVD

. The expected time burden 5 minutes. The benefits of participating in this project include receiving information and a sense of satisfaction in helping us complete our studies.

Taking part in this project is entirely up to you. You can choose whether or not to be in the study. If you volunteer to be in this study, you may withdraw at any time without consequences of any kind. You may also refuse to answer any questions you do not want to answer and still remain in the study. If your participation involves or provokes any discomfort, please seek assistance from the CSUMB Personal Growth and Counseling Center or other qualified professionals.

Your responses to this survey are completely confidential. Information obtained in the course of this study will be presented via a poster exhibited to selected members of the Collaborative Health and Human Services department and possibly others from the campus community. Your participation will be completely anonymous.

If you want to know more about this research project or have questions or concerns, please call Adrienne Saxton at 831-582-3565 or email her at adrienne_saxton@csumb.edu.

You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this survey.

You will get a copy of this consent form. Thank you for considering participation.

Sincerely,
Reginald Bennett

CSUMB CONSENTIMIENTO DE NARRATIVA

Impresiones de Anuncio de Servicio Público / Primer DVD

Título del Proyecto:

Nos gustaría que participe en un estudio de investigación realizado por el Departamento de Salud y Servicios Humanos y Salud Pública que se utilizará para el curso de Introducción a la Salud de la Comunidad en la Universidad de Monterey.

El propósito de esta investigación es

Ha sido seleccionado como participante en este estudio porque necesitamos su opinión sobre esta cuestión.

El beneficio de participar en este proyecto será que va a tener un sentimiento de satisfacción por ser parte de esta evaluación de la comunidad.

Si usted decide participar en esta investigación, se le pedirá que complete una breve encuesta sobre

Cualquier información que se obtenga en relación con este estudio y que se puede identificar con usted se mantendrá confidencial y sólo será revelada con su autorización escrita o verbal testigo o de lo requerido por la ley. Ningun nombre será divulgado.

La participación en este proyecto es totalmente opcional. Usted puede elegir si desea o no participar en el estudio. Si voluntariamente decide participar en este estudio, puede retirarse en cualquier momento sin consecuencias de ningún tipo. También puede negarse a contestar cualquier pregunta que usted no quiere responder y aún permanecer en el estudio. También el investigador puede retirarlo a usted de esta investigación si surgen circunstancias que justifiquen hacerlo.

Si desea saber más sobre este proyecto de investigación o si tiene preguntas o preocupaciones, por favor lláme a Adrienne Saxton al (831) 582-3565 o por correo electrónico asaxton@csumb.edu

El proyecto ha sido revisado y aceptado por Adrienne Saxton. Usted puede retirar su consentimiento en cualquier momento e interrumpir su participación sin penalización. Usted no se renuncia a cualquier reclamación legal, derechos o recursos a causa de su participación en este estudio de investigación.

Gracias,
Reginald Bennett

Public Service Announcement Evaluation Questionnaire

Thank you for taking the time to fill out this Questionnaire. Please answer each question and return the form to the teacher. Your answers will help us evaluate the child abuse intervention plans effectiveness and the DVD "First Impressions." All of the information gathered is confidential no information will be gathered or published regarding any participants personal information or identity.

1. How many children do you have living at home? ____
2. What are the ages of your children? ____
3. Did you watch the DVD First Impressions? Yes / No
4. Did you watch the DVD with your children? Yes / No
5. How many adults viewed the video? ____
6. Did you learn anything new about child abuse from the DVD? Yes / No
7. Where did you get the DVD? Library / School /Friend /Other
8. Did you hear about the DVD on the Radio? Yes / No
9. Did you hear about Child Abuse Prevention Month,(April) on the radio? Yes / No
10. If yes which radio stations do you hear it on? KDON / KION /KPRC / KOCN / KTOM
11. What is your ethic background? Black / White /Hispanic / Asian /. Pacific Islander / Other
12. What is your sex? Male / Female
13. Are you married? Yes / No
14. Do you live with your spouse? Yes / No

Anuncio de Servicio Público de Cuestionario de Evaluación

Gracias por tomarse el tiempo para llenar este cuestionario. Por favor, conteste cada pregunta y enviar el formulario a la maestra. Sus respuestas nos ayudarán a evaluar la intervención del abuso de menores planes de eficacia y el DVD "Las primeras impresiones." Toda la información recogida es confidencial, ninguna información será recopilada o publicada con respecto a alguno de los participantes información personal o de identidad.

1. ¿Cuántos hijos tiene usted viviendo en su casa? ____
2. ¿Cuáles son las edades de sus hijos? ____
3. ¿Viste el DVD Primeras impresiones? Sí / No
4. ¿Viste el DVD con sus hijos? Sí / No
5. ¿Cuántos adultos visto el video? ____
6. ¿Aprendiste algo nuevo acerca del maltrato infantil desde el DVD? Sí / No
7. ¿De dónde sacaste el DVD? Biblioteca de la Escuela / amigo / Otros
8. ¿Has oído sobre el DVD en la radio? Sí / No
9. Se enteró de Prevención del Abuso Infantil Mes (abril) en la radio? Sí / No
10. Si es así, que las estaciones de radio no se la oye en?
KDON KION / KPRC / KOCN / KTOM
11. ¿Cuál es tu formación étnica? Negro / Blanco / hispano / Asia . Las islas del Pacífico / Otros
12. ¿Cuál es su sexo? Hombre / Mujer
13. ¿Está usted casado? Sí / No
14. ¿Vive con su cónyuge? Sí / No